

ORDER**NBC Right Now**
KNDO 23 KNDU 25

Orders	Order / Rev:	97632		
	Alt Order #:	25321723		
	Product Desc:	INSLEE/WA (10/02-10/10/16)		
	Estimate:			
	Flight Dates:	10/02/16 - 10/10/16	Primary AE:	KNDO - KNDU
	Original Date / Rev:	09/30/16 / 09/30/16	Sales Office:	Lauren Fellner
	Order Type:	GENERAL	Sales Region:	K-DC
				NAT
Agency	Name:	Shorr,Johnson,Magnus	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		100 N 20th St, Suite 201	Agency Commission:	15%
		Philadelphia, PA 19103		
Advertiser	Name:	POL/Inslee for Governor	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:20:00
	Product Codes:	PL Candidate	Advertiser External ID:	
	Priority:	P-4	Agency External ID:	
	Revenue Codes:	AGY, POL, CAND		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	55	\$8,170.00	\$6,944.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	55	\$8,170.00	\$6,944.50	0.00
Totals	55	\$8,170.00	\$6,944.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lauren Fellner			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/03/16	10/10/16	NORTHWEST TODAY 10M NORTHWEST TODAY 6AM	CM	6-7AM	-----	:30	0	\$100.00	P-4	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	1111----		4				\$100.00		0.00			
		Week: 10/10/16	10/16/16	M-----		1				\$100.00		0.00			
2	All	10/03/16	10/10/16	7AM M-F TODAY SHOW	CM	7-9AM	-----	:30	0	\$100.00	P-4	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	22211--		8				\$100.00		0.00			
		Week: 10/10/16	10/16/16	M-----		2				\$100.00		0.00			
3	All	10/03/16	10/10/16	4PM M-F (New) ELLEN	CM	4PM M-F	-----	:30	0	\$85.00	P-4	0.00	NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1-1--		2				\$85.00		0.00			
		Week: 10/10/16	10/16/16	M-----		1				\$85.00		0.00			
4	All	10/03/16	10/09/16	LOCAL NEWS @ 5 M-F LOCAL NEWS @ 5PM	CM	5-5:30PM	11-----	:30	2	\$200.00	P-4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	11-----		2				\$200.00		0.00			
5	All	10/03/16	10/10/16	LOCAL NEWS @ 6 M-F LOCAL NEWS @ 6 M-F	CM	6-6:30PM	-----	:30	0	\$200.00	P-4	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	--1-1--		2				\$200.00		0.00			
		Week: 10/10/16	10/16/16	M-----		1				\$200.00		0.00			

Order / Rev: 97632
 Alt Order #: 25321723
 Flight Dates: 10/02/16 - 10/10/16

Advertiser: POL/Inslee for Governor
 Product Desc: INSLEE/WA (10/02-10/10/16)
 Estimate:

KNDO - KNDO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	All	10/03/16	10/09/16	630PM M-F Family Feud	CM	6:30-7PM	--1-1--	:30	2	\$185.00	P-4	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	--1-1--		2			\$185.00	0.00					
N 7	All	10/03/16	10/10/16	7PM M-F WHEEL OF FORTUNE	CM	7-7:30PM	-----	:30	0	\$195.00	P-4	0.00	NM	5	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	1111---		4			\$195.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	All	10/03/16-10/09/16	7PM M-F		7-7:30PM	MTWTh-----	:30		(\$195.00)	0.00	NM			
	See MG 7.6 [Schedule Change]														
	6	All	10/04/16-10/04/16	TUESDAY 10-11PM		10-10:30PM	(10:00 PM-10:30C-T-----	:30		\$195.00	0.00	NM			
	Ⓜ MG for 7.2 10/04														
	Week:	10/10/16	10/16/16	M-----		1			\$195.00	0.00					
N 8	All	10/03/16	10/10/16	730PM M-F JEOPARDY	CM	7:30-8PM	-----	:30	0	\$210.00	P-4	0.00	NM	5	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	11-11--		4			\$210.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	2	All	10/03/16-10/09/16	730PM M-F		7:30-8PM	MT-ThF----	:30		(\$210.00)	0.00	NM			
	See MG 8.6 [Schedule Change]														
	6	All	10/04/16-10/04/16	TUESDAY 10-11PM		10:30-11PM	(10:30 PM-11:00C-T-----	:30		\$210.00	0.00	NM			
	Ⓜ MG for 8.2 10/04														
	Week:	10/10/16	10/16/16	M-----		1			\$210.00	0.00					
9	All	10/03/16	10/09/16	TUESDAY 8-9PM TUESDAY 8-9PM	CM	8-9PM	-T-----	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	-T-----		1			\$700.00	0.00					
10	All	10/03/16	10/09/16	WEDNESDAY 9-10PM WEDNESDAY 9-10PM	CM	9-10PM	--W----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	--W----		1			\$375.00	0.00					
11	All	10/03/16	10/09/16	THURSDAY 9-10PM THURSDAY 9-10PM	CM	9-10PM	---T---	:30	1	\$395.00	P-5	0.00	NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	---T---		1			\$395.00	0.00					
12	All	10/03/16	10/10/16	LOCAL NEWS :11@11:CM LOCAL NEWS :11@11: M-F	CM	11-11:35PM	-----	:30	0	\$105.00	P-4	0.00	NM	6	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	11111--		5			\$105.00	0.00					
	Week:	10/10/16	10/16/16	M-----		1			\$105.00	0.00					
13	All	10/03/16	10/10/16	TONIGHT SHOW TONIGHT SHOW	CM	11:35PM-12:37AM	-----	:30	0	\$95.00	P-4	0.00	NM	6	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	11111--		5			\$95.00	0.00					
	Week:	10/10/16	10/16/16	M-----		1			\$95.00	0.00					
14	All	10/02/16	10/09/16	LOCAL NEWS PRIMETIME LOCAL NEWS PRIMETIME	CM	LOCAL NEWS PR	-----S	:30	1	\$110.00	P-4	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	09/26/16	10/02/16	-----S		1			\$110.00	0.00					
	Week:	10/03/16	10/09/16	-----S		1			\$110.00	0.00					
15	All	10/03/16	10/09/16	Saturday 8-9PM WEEKEND WHEEL OF FORT(8:30 PM-9:00 PM)	CM	8:30-9PM	-----S-	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/03/16	10/09/16	-----S-		1			\$50.00	0.00					
16	All	10/02/16	10/09/16	LOCAL NEWS :11@11CM LOCAL NEWS :11@11: SU	CM	11-1135PM	-----S	:30	1	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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16	All	10/02/16	10/09/16	LOCAL NEWS :11@11CM LOCAL NEWS :11@11: SU		11-1135PM	-----S	:30	1	\$40.00	P-5	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/26/16		10/02/16		-----S		1		\$40.00		0.00					
Week: 10/03/16		10/09/16		-----S		1		\$40.00		0.00					
													Totals	55	\$8,170.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:
KNDU/KNDU
Yakima/Richland/Kennewick/Pasco

Date: 09/29/16

I, Shorr Johnson Magnus
being/on behalf of: Jay Inslee
a legally qualified candidate of the Democratic
political party for the office of: Governor
in the General
election to be held on: November 8, 2016
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$ 6,944.50 Ch)

I represent that the payment for the above described broadcast time has been furnished by:

Jay Inslee for Washington

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Phillip Lloyd

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

09/29/2016

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Elaine Keller
Signature

Elaine Keller
Printed Name

Nat'l Sales Assistant
Title